

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuo KURODA ) Re: Preliminary Amendment  
 Serial No.: Not yet assigned )  
 Filing Date: concurrently herewith )  
 For: "ADVERTISEMENT INFORMATION ) Our Ref: B-4520 619566-7  
 PROVIDING SYSTEM, DISTRIBUTION )  
 MODULE, ADVERTISEMENT )  
 INFORMATION PROVIDING METHOD, )  
 DISTRIBUTION PROGRAM AND )  
 INFORMATION RECORDING MEDIUM" ) Date: February 28, 2002

Commissioner of Patents and Trademarks  
 BOX NEW PATENT APPLICATION  
 Washington, D.C. 20231

Sir:

Prior to examination of the above-identified application, it is respectfully requested that the following amendments be made to the Specification:

IN THE SPECIFICATION

Please replace the BRIEF DESCRIPTION OF THE DRAWINGS on pages 21-22 of the specification as originally filed with the amended BRIEF DESCRIPTION OF THE DRAWINGS, as set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the originally filed BRIEF DESCRIPTION OF THE DRAWINGS on pages 21-22 of the specification was amended to produce the new amended BRIEF DESCRIPTION OF THE DRAWINGS as set forth in Appendix A).

Please replace the second paragraph on page 24 of the specification (see lines 3 - 6) with the amended paragraph that is set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the second paragraph on page 24 was amended to produce the amended paragraph that is set forth in Appendix A.)

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Please replace the third paragraph on page 25 of the specification (see lines 13 - 14) with the amended paragraph that is set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the third paragraph on page 25 was amended to produce the amended paragraph that is set forth in Appendix A.)

Please replace the second complete paragraph on page 33 of the specification (see lines 11 - 13) with the amended paragraph that is set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the second complete paragraph on page 33 was amended to produce the amended paragraph that is set forth in Appendix A.)

Please replace the second paragraph on page 38 of the specification (see lines 7 - 9) with the amended paragraph that is set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the second paragraph on page 38 was amended to produce the amended paragraph that is set forth in Appendix A.)

Please replace the second paragraph on page 38 of the specification (see lines 10 - 12) with the amended paragraph that is set forth in Appendix A. (Appendix B, which is enclosed herewith, shows how the second paragraph on page 38 was amended to produce the amended paragraph that is set forth in Appendix A.)

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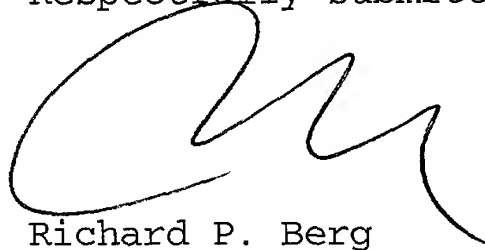
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REMARKS

The above amendments are supported by the discussion of FIGS. 3A and 3B on lines 3 - 6 of page 24, lines 13 - 14 of page 25, and lines 11 - 13 of page 22 of the specification; and FIGS. 11A and 11B on lines 7 - 9 on page 38, and lines 10 - 12 on page 38 of the specification; and FIGS. 3A, 3B, 11A, and 11B of the Formal Drawings.

Amendment of the subject application is respectfully requested.

Respectfully submitted,



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Enclosures:      Appendix A (7 pages)  
                     Appendix B (7 pages)

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## Appendix A

Page 1 of 7

Please replace the BRIEF DESCRIPTION OF THE DRAWINGS on pages 21-22 of the specification with the amended BRIEF DESCRIPTION OF THE DRAWINGS, as set forth below.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram showing an entire advertisement information providing system of an embodiment of the present invention;

FIG. 2 is a block diagram showing a detailed structure of an advertiser server;

FIG. 3A is a block diagram showing a detailed structure of the entire advertisement information server;

FIG. 3B is a block diagram showing a detailed structure of an information displaying portion;

FIG. 4 is a block diagram showing the detailed structure of a consumer terminal;

FIG. 5 is a flow chart showing advertisement information registration processing;

FIG. 6 is a flow chart showing a novel registration processing;

FIG. 7 is a flow chart showing a ranking creation processing;

FIG. 8 is a flow chart showing a ranking removal processing;

FIG. 9 is a flow chart showing advertisement information

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## Appendix A

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Please replace the second paragraph on page 24 (lines 3 - 6) of the specification with the amended paragraph that is set forth below:

FIG. 2 is a block diagram showing the detailed structure of the advertiser server AD, FIGS. 3A and 3B are block diagrams showing the detailed structure of the advertisement information server DB, and FIG. 4 is a block diagram showing the detailed structure of the consumer terminal J.

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Please replace the third paragraph on page 25 (lines 13 - 14) of the specification with the amended paragraph that is set forth below:

Next, the detailed structure and operation of the advertisement information server DB will be described with reference to FIGS. 3A and 3B.

## Appendix A

Page 5 of 7

Please replace the second complete paragraph on page 33 of the specification (see lines 11 - 13) of the specification with the amended paragraph that is set forth below:

Next, each of the processes executed in the advertisement information server DB will be described with reference to flow charts shown in FIGs. 6 to 8 and FIGS. 3A and 3B.

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## Appendix A

Page 6 of 7

Please replace the second paragraph on page 38 (lines 7 - 9) of the specification with the amended paragraph that is set forth below:

Finally, advertisement information display processing (voting processing) which is to be executed at each consumer terminal J will be described with reference to FIGs. 4 to 9 and FIGS. 11A and 11B.

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## Appendix A

Page 7 of 7

Please replace the second paragraph on page 38 (lines 10 - 12) of the specification with the amended paragraph that is set forth below:

FIG. 9 is a flow chart showing the advertisement information display processing and FIGS. 10, 11A, 11B show examples of a screen indicated on the display 22 in the advertisement information display processing.

[illegible]

Figure 1 consists of 12 histograms arranged in a single column. Each histogram represents the distribution of the number of non-zero elements in the vector  $x$  for a specific value of  $n$ . The x-axis for all histograms is labeled 'Number of non-zero elements' and ranges from 0 to 120. The y-axis is labeled 'Frequency' and ranges from 0 to 100. The histograms are labeled with  $n$  values: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110, and 120. As  $n$  increases, the distribution of non-zero elements shifts to the right, indicating that the vector  $x$  contains more non-zero elements as  $n$  increases.

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FIG. 1 is a block diagram showing an entire advertisement information providing system of an embodiment of the present invention;

[FIG. 3 is a block diagram showing a detailed structure of the advertisement information server, while FIG. 3A is a block diagram showing a detailed structure of the entire advertisement information server and FIG. 3B is a block diagram showing a detailed structure of an information displaying portion;]

FIG. 3B is a block diagram showing a detailed structure of an information displaying portion;

FIG. 5 is a flow chart showing advertisement information registration processing;

FIG. 7 is a flow chart showing a ranking creation processing;

FIG. 8 is a flow chart showing a ranking removal processing;  
FIG. 9 is a flow chart showing advertisement information  
display processing;

FIG. 10 is a diagram showing an example of initial connection  
screen; [and

FIG. 11 is a diagram showing an example of selection screen,  
while FIG. 11A is an example of a selection screen for selecting  
advertisement information in the ranking memory and FIG. 11B is an  
example of a selection screen for selecting advertisement  
information in advertisement information memory.]

FIG. 11A is an example of a selection screen for selecting  
advertisement information in the ranking memory; and

FIG. 11B is an example of a selection screen for selecting  
advertisement information in advertisement information memory.

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## Appendix B

### VERSION WITH MARKINGS TO SHOW CHANGES MADE

Page 3 of 7

Please amend the second paragraph on page 24 (lines 3-6) of the specification as indicated below:

FIG. 2 is a block diagram showing the detailed structure of the advertiser server AD, [FIG. 3 is a block diagram] FIGS. 3A and 3B are block diagrams showing the detailed structure of the advertisement information server DB, and FIG. 4 is a block diagram showing the detailed structure of the consumer terminal J.

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Appendix B

VERSION WITH MARKINGS TO SHOW CHANGES MADE

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Please amend the third paragraph on page 25 (lines 13-14) of the specification as indicated below:

Next, the detailed structure and operation of the advertisement information server DB will be described with reference to [FIG.

3] FIGS. 3A and 3B.

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Appendix B

VERSION WITH MARKINGS TO SHOW CHANGES MADE

Page 5 of 7

Please amend the second complete paragraph on page 33 (lines 11 - 13) of the specification as indicated below:

Next, each of the processes executed in the advertisement information server DB will be described with reference to flow charts shown in FIGs. 6 to 8 and [FIG. 3]FIGS. 3A and 3B.

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[illegible]

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Finally, advertisement information display processing (voting processing) which is to be executed at each consumer terminal J will be described with reference to FIGs. 4 to 9 and [FIG. 11]FIGS. 11A and 11B.



Variable	Mean	Standard Deviation	Minimum	Maximum
Age	34.5	10.2	21	55
Gender	0.52	0.50	0	1
Marital Status	0.65	0.48	0	1
Education	12.8	1.5	9	16
Income	25.3	12.1	10	50
Health	0.78	0.41	0	1
Employment	0.85	0.36	0	1
Home Ownership	0.72	0.45	0	1
Vehicle Ownership	0.68	0.47	0	1
Life Satisfaction	4.2	1.8	1	7
Life Satisfaction (Control)	4.1	1.7	1	7
Life Satisfaction (Control)	4.0	1.6	1	7
Life Satisfaction (Control)	3.9	1.5	1	7
Life Satisfaction (Control)	3.8	1.4	1	7
Life Satisfaction (Control)	3.7	1.3	1	7
Life Satisfaction (Control)	3.6	1.2	1	7
Life Satisfaction (Control)	3.5	1.1	1	7
Life Satisfaction (Control)	3.4	1.0	1	7
Life Satisfaction (Control)	3.3	0.9	1	7
Life Satisfaction (Control)	3.2	0.8	1	7
Life Satisfaction (Control)	3.1	0.7	1	7
Life Satisfaction (Control)	3.0	0.6	1	7
Life Satisfaction (Control)	2.9	0.5	1	7
Life Satisfaction (Control)	2.8	0.4	1	7
Life Satisfaction (Control)	2.7	0.3	1	7
Life Satisfaction (Control)	2.6	0.2	1	7
Life Satisfaction (Control)	2.5	0.1	1	7
Life Satisfaction (Control)	2.4	0.0	1	7
Life Satisfaction (Control)	2.3	0.0	1	7
Life Satisfaction (Control)	2.2	0.0	1	7
Life Satisfaction (Control)	2.1	0.0	1	7
Life Satisfaction (Control)	2.0	0.0	1	7
Life Satisfaction (Control)	1.9	0.0	1	7
Life Satisfaction (Control)	1.8	0.0	1	7
Life Satisfaction (Control)	1.7	0.0	1	7
Life Satisfaction (Control)	1.6	0.0	1	7
Life Satisfaction (Control)	1.5	0.0	1	7
Life Satisfaction (Control)	1.4	0.0	1	7
Life Satisfaction (Control)	1.3	0.0	1	7
Life Satisfaction (Control)	1.2	0.0	1	7
Life Satisfaction (Control)	1.1	0.0	1	7
Life Satisfaction (Control)	1.0	0.0	1	7
Life Satisfaction (Control)	0.9	0.0	1	7
Life Satisfaction (Control)	0.8	0.0	1	7
Life Satisfaction (Control)	0.7	0.0	1	7
Life Satisfaction (Control)	0.6	0.0	1	7
Life Satisfaction (Control)	0.5	0.0	1	7
Life Satisfaction (Control)	0.4	0.0	1	7
Life Satisfaction (Control)	0.3	0.0	1	7
Life Satisfaction (Control)	0.2	0.0	1	7
Life Satisfaction (Control)	0.1	0.0	1	7
Life Satisfaction (Control)	0.0	0.0	1	7

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FIG. 9 is a flow chart showing the advertisement information display processing and FIGs. 10, 11A, 11B show examples of a screen indicated on the display 22 in the advertisement information display processing.